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Subject: The Willamette River Probably Won't Kill You
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This has been the talk of the office today because of the great headline. Perhaps not your classic risk communication message.

- Mike

The Willamette River probably won't kill you

Doug Drake, Lower Willamette Basin coordinator at DEQ, strongly suggests washing your hands with soap or taking a full shower soon after your river dip, but says that "swimming in the Willamette or swallowing a few mouthfuls of water isn't going to kill you." The biggest hazard in the river is the level of general bacteria, he adds, which is measured by E. coli, otherwise known as the icky-nasty-yuck bugs in dog poop, human poop and leaky septic systems. "It's probably the greatest human health risk besides eating some of the resident fish," Drake says (the fish contain high concentrations of mercury).

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<http://week.com/editorial/3433/11140/>